

WHAT IS CLAIMED IS:

1. A method for conducting market research by collecting real time responses
 5 from a participant, comprising:

- providing a browsable Web site accessible by said participant through
 a communications link;
- initiating an electronic survey when said participant accesses said Web
 site, said survey including a series of Web pages;
- 10 - allowing said participant to interact with said Web pages through
 multimedia tools;
- generating data based upon each of said interactions with said Web
 pages;
- ending said survey; and
- 15 - storing said data in an electronic file after ending said survey.

2. The method of claim 1 wherein said multimedia tools includes at least one
 said multimedia tool selected from the group consisting of: a single response real time
 feedback module, a multiple response real time feedback module, drop and drag objects, a
 20 slider scale response, a multiple response interactive checkbox, a multiple response custom
 calculation feature, a timer interaction, a drop and drag variable scale response, an allocation,
 a ranking, a visual purchase history, a user preference, a drop and drag sort response, a video
 selection, a multi-sensory response, and a multi-tier web site computer system.

25 3. The method of claim 1, wherein said electronic survey further comprises a
 customized frame set having a main frame for displaying said series of Web pages and a
 hidden frame for storing said score from each said Web page until said participant completes
 said electronic survey.

4. The method of claim 1, further comprising an outer layer applied to each said Web page to prevent said participant from interacting with the survey until each said Web page is fully loaded on the Web site.

5. The method of claim 4 wherein said outer layer is the same color as a background color of each said Web page.

6. A method for collecting market research data from a participant, comprising:

- providing an electronic application accessible by said participant through a computer, said computer including a memory unit;
- initiating an electronic survey when said participant accesses said application, said survey including a series of electronic pages;
- allowing said participant to interact with said electronic pages through multimedia tools;
- generating a score based upon said interaction with said electronic pages;
- ending said survey after said participant interacts with each of said series of electronic pages; and
- storing said score in said memory unit after ending said survey.

7. The method of claim 6 wherein said multimedia tools includes at least one said multimedia tool selected from the group consisting of: a single response real time feedback module, a multiple response real time feedback module, drop and drag objects, a slider scale response, a multiple response interactive checkbox, a multiple response custom calculation feature, a timer interaction, a drop and drag variable scale response, an allocation, a ranking, a visual purchase history, a user preference, a drop and drag sort response, a video selection, a multi-sensory response, and a multi-tier web site computer system.

8. The method of claim 6, wherein said electronic survey further comprises a customized frame set having a main frame for displaying said electronic pages to allow interaction with said participant and a hidden frame for storing each said score from each said electronic page until said participant completes said survey.

9. The method of claim 6, further comprising an outer layer applied to each said electronic page to prevent said participant from interacting with the survey when each said electronic page is loading on said computer.

10. The method of claim 9 wherein said outer layer is the same color as a background of each said Web page.

11. The method of claim 6, further comprising the step of automatically transmitting said score from said computer through a communications link to a remote database after ending said survey.

12. A method for conducting market research by collecting real time responses from a participant, comprising:

- (a) providing a browsable computer resource accessible by said participant through a communications link;
- (b) initiating an electronic survey when said participant accesses said computer resource;
- (c) allowing said participant to manipulate a graphical item as part of said electronic survey;

